CANADIAN MOVING PICTURE DIGEST

Vol. 20, No. 2 | TORONTO 2, CANADA | May 12th, 1928

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THE IMPORTANT COMPANY **M-G-M**

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

THE SUN NEVER SETS ON A METRO-GOLDWYN-MAYER 24-SHEET!

HERE'S THE REASON!

The whole world now concedes M-G-M to be the Important Company in this business—

M-G-M took
WORLD leadership
BY producing
THE best pictures
AND by
TELLING the world
ABOUT them.

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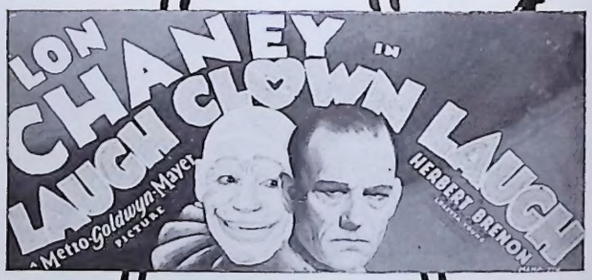

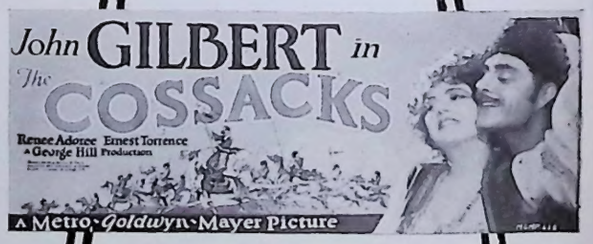

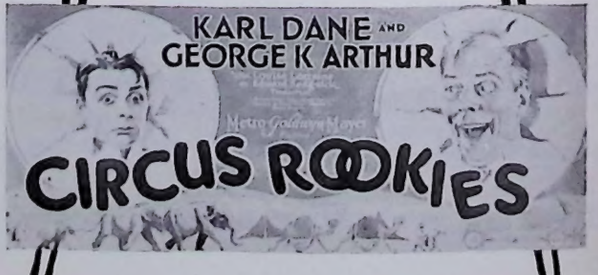

M-G-M

this man
writes new screen history!

¶ Emil Jannings. He is foreign-bred. The most highbrow critics call him great. Yet "VARIETY" was a sensational popular success! ¶ His pictures are uncompromisingly artistic. And "THE WAY OF ALL FLESH" smashed records from coast to coast! ¶ In one giant stride Jannings has become the foremost male dramatic drawing card on the American screen. Theatre grosses on "THE LAST COMMAND" are astounding! Averaging from 50 to 100% higher than "The Way of All Flesh," itself a top-notcher. ¶ Emil Jannings. Mighty monarch of the new era in picture entertainment. PARAMOUNT congratulates exhibitors and the American public on their instant recognition of his genius!

Canadian Moving Picture DIGEST

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What About the Nuisance Tax?

RAY LEWIS

I HAVE NEVER HEARD of any tax in the year 1928 or the year 1228 which was removed from the people without agitation.

History will reveal that the institution of taxation has caused Wars; and that running parallel with its good points are rivers of the people's blood.

Kings and lesser dignitaries, who had the power by the will of the people; and by the Power of Power, or the lassitude of the Masses to levy taxes, levied them upon everything the people utilized, from the air they breathed to the soil they tilled.

The people have a natural instinct of aversion to taxes, because they have inherited throughout the centuries the memory of its abuses.

Of course we have to gather taxes to take care of roads, improvements and the general utlities of a country which is no individual man's job, but the job of a government.

Taxes which are justifiable, and which are not a burden upon the people, should be levied; and it is the business of the Government to introduce them and see that they are paid.

There must be schools, and sanitation, facilities for trade and commerce, good roads and national as well as international representatives; and money must be found for all of these, this money from taxes.

War introduces a new series of taxes, since War interferes with the Man-producing power which brings the necessary incomes for taxes.

War necessitates the "blowing up" of a lot of money; and since cannon-fodder is always expensive, taxes have to be levied upon the people to take care of the added expense.

War means providing a lot of uniforms and brass buttons, braid and War machinery, it means the destruction of crops, and the devastation of food-producing soil and activities.

It means medals for dead soldiers, and pensions for their orphans and widows, it means hospitals for the wounded and pensions for the maimed. It means "putting on a front" while War is in progress in order to keep up the morale of the army.

War Taxation, wherever taxes can be levied, is met in a spirit of resignation by the people, many who gladly accept the burden feeling that they are contributing to their country.

When War ceases taxes are adjusted to meet peace conditions, gradually as the economic status of a country adjusts and balances itself War taxations are removed.

The Amusement Tax should have been removed years ago.

This Province of Ontario especially showed a healthy budget this year. It has made a huge sum of money by becoming public vendors of liquor. It has taxed gasoline; and yet with plenty of money in the treasury it refuses to let go of its Nuisance Tax.

The prosperity of our Province shows that the people are "up and doing," that the Government is alive to the possibilities of Canada as a great nation.

And yet, whenever the masses desire to frequent a theatre for their recreation, or entertainment, they are faced with this demand, "five cents, or ten cents, etc., for War Tax."

The War was over in 1918 and the people of Canada in its various Provinces are paying Amusement War Tax to-day, although Government officials promised when they introduced other means of securing revenue that the Amusement Tax should go.

It is all a question of "pushing the issue."

It is up to the exhibitors, not one group, or chain of theatres, but all the theatres.

There is in the Province of Ontario about 500 Motion Picture theatres. It is for these to organize and present their petition to the Government.

Aside from the public angle, there is the private angle, the angle of private enterprise and trade to be considered by the Government in relationship to this tax.

The Industry of Amusement as it relates itself to theatres is a healthy, economic and progressive enterprise.

It furnishes employment, recreation, education, and capital for this country.

It stimulates all manner of trade by direct and indirect contact. Those who are interested in the Enterprise of Motion Pictures in Canada are among our most representative citizens.

Then surely, even from a standpoint of a private enterprise, those who have invested their capital in building up a Theatre Amusement Enterprise should not be subjected to a taxation which is in the nature of a restraint of trade.

It appears that whenever the Theatre Owners get organized to petition for their rights, they become again disorganized because some reformer is busy introducing some adverse legislation.

Half of the legislation proposed for Motion Pictures is in the nature of a scare to keep their mind off the real issues involved. Remove the Nuisance Tax!

Ray Lewis

Ray Presents

"FROM CAPE TOWN to Cairo" has been heralded as a great British Motion Picture. British it is and great it is not, in fact it is not even nearly great, although Major Court Treatt and Mrs. Treatt and their party are to be congratulated for their part in an enterprise which appears to possess all the elements of adventure.

If I were not of a believing nature, I should imagine that the Crossley car people were back of the whole enterprise. The picture is so much the Crossley car; and a car stunt, that it will be difficult to make theatreowners, who are wary of films containing advertising stunts, believe that the Crossley car introduction just happens to be the car utilized for this trip; and that this was not the Crossley car advertizing man's big idea.

I WISH I was a clever enough person to see the value of such a trip by car, when easier facilities for travelling, more speed and more comfort are available.

I ALSO WISH I could get the scientific angle, if there is any; and what was the purpose, or objective of the trip except to show that the Crossley car appeared to stand up under the most primitive conditions.

There is a double page Crossley car advertisement in the program for which the public pay fifteen cents; and which gives one some information about the people concerned in the trip.

THE WHOLE TRIP appears to have been so well organized for emergencies, natives and oxen, etc., always being available to get the car over its difficulties, that one feels that Major Treatt and his party were never in danger.

I think that it is a great mistake to herald this picture as one of the great British Motion Pictures, I have seen British pictures 100% better than this one, and these were not heralded by their producers as the greatest.

The photography in some places presents some fine shots, on the whole, it is not clear; and the picture lacks sustained interest.

After you get the car over one body of water, or out of one rut, it is not exciting; and the picture lacks sustained interest.

THE PRINCE OF WALES' Tour, "Nanook," "Naomi of the South Seas," Captain Flaherty's wonderful pictures and "Chang" have certainly given us a standard of comparison which must be difficult to follow, not forgetting Mr. and Mrs. Martin Johnson's pictures of intense interest.

THE PRESS have extolled this British film, "From Cape Town to Cairo," and perhaps it is presumptious for me to dare disagree with the press, but if "From Cape Town to Cairo" is a great British film, I had better find myself another vocation, for I think this British film is not sufficiently good to be entered as Theatre Entertainment

There was a good deal of talk about animals in native haunts, etc. The shot of the lion was such a long one, that one would need a telescope to get a vision. Whoever took that shot was much further away, leagues I would say, than the men who photographed wild animals in their native haunts in "Chang."

The shot of the Buffalo Herd, I seem to have seen once before in one of our Ontario Government films, or was it in one of the Associated Screen releases?

IT MIGHT be useful to bring to the attention of this picture's promoters that this bit appears to be entirely different to the other parts of the picture, even the script of the titles is unlike the rest of the film.

However, in relationship to the wild animals, the only real wild animals I saw in connection with this picture at Massey Hall, Toronto, was my English husband, Joshua Smith, and B. M. Green of the International Press.

BOTH of these men were wild as any wild animal could be in his native haunt because I told them they were going to see a very great British film, wonderful animal scenes like "Chang."

Coming

"Wild Geese"

MY HUSBAND has not spoken to me since, this is Thursday and we saw the picture Wednesday night, as for the International Press, I have lost all chance of getting into "Who's Who," which this press publishes. The owner, Mr. Green, has been giving me "dirty, green looks" ever since.

Mrs. Treat looks charming in her short trouserettes, and her bathing of the monkey, while not exciting was amusing.

THE VARIOUS introductions of the tribes with their dances are the high spots of the picture and these were most interesting, but I think it is an injustice to the British Film Industry to advertize, or announce this picture as one of our great ones. Fine for schools with some necessary "cuts."

I will have something to tell you soon of a really fine British production to be released in Canada, one of the best for quality which the British Industry has yet made, a powerful story, well-told and directed with a most excellent cast, one of the big ones.

ANOTHER congratulatory tribute is due the Censor Board in connection with "From Cape Town to Cairo," the natives leave nothing to the imagination either in their person, or their dances. Neither Eve, nor Adam, before the fall, could have had on less.

OUR CENSOR BOARD is beginning to realize that the people can stand The Naked Truth. It is a progressive step.

Mrs. Marjorie Marier Pianist Laurier Hull Becomes Composer

Mrs. Marjorie Marier, pianist of the Laurier Theatre orchestra, Hull, Quebec, has achieved distinction as the composer of two song selections which have just been published, one in English and the other French. They are "By the Coral Sea" and "Coeur de Maman," both of which having been enthusiastically received.

Amusement Tax Office Moves to Queen's Park

The Amusement Tax branch which had its former quarters at 46 Richmond Street West, has moved to the legislative Buildings in Queen's Park, Toronto.

The theatre and inspection branch has also been established at Queen's Park.

Mr. and Mrs. George Ellis, of Dauphin, Man., announce the engagement of their daughter, Ena, to Philip Letvak, leader of the Metropolitan Theatre, Winnipeg.

TORONTO THEATRES

UPTOWN — "The Little Shepherd of Kingdom Come," with Richard Barthelmess and Molly O'Day — First National. Class B plus. An adaptation of John Fox, Jr. story, directed by Alfred Santell. Somewhat in the nature of a pastoral picture and containing many beautiful pictorial shots. The North and the South during the Civil War. The hero has been reared by mountaineers, but is a descendant of a very fine Southern family. It so happens that Col. Buford of Kentucky adopts the lad; and as the story unfolds our hero really turns out to be the legitimate grandson of his foster father. There is a love story which directs the affections of our hero to the daughter of a friend of his foster father, Col. Buford, but this girl cannot reconcile herself to the fact that her hero has joined the North and our hero cannot reconcile her attitude so he goes back to the little mountaineer girl whom he has always loved from his childhood. It is a pretty story with a degree of spirited action, no fireworks, but particularly pleasing, because of its wholesomeness and its fine characterizations. Barthelmess has a fine part as the little shepherd; and Molly O'Day, as the mountaineer girl gives him excellent support.

SHEA'S HIPPODROME — "Her Summer Hero," with an All Star Cast — FBO picture. Class B. James Dugan directed a pretty picture with youthful stars disporting themselves upon a beach much to the entertainment of we onlookers, the audience. The story adapted from the book by Gertrude Orr. Sally Blane and Hugh Trevor as heroine and hero respectively are youthful enough for to carry the lightness of the love theme and its pleasant foibles. Good summer amusement.

TIVOLI — "Sporting Goods," with Richard Dix — Paramount. Class B plus. The thinnest kind of a plot developed by its clever director, Malcolm St. Clair, into breezy entertainment. Dix as a typical salesman invents a golf suit which prevents one from "slicing" their drives. A girl who can afford to spend $50.00 a day at a hotel looks so good to Dix that he follows her to the hotel although his bankroll is $4.00 minus. Dix raises the necessary "coin" by selling his golf suit invention to a sporting goods shop by demonstrating how it is done. This scene is a real hit and exceedingly funny. The next exciting bit of comedy is the poker game in which our hero, although broke emerges with a fat bank-roll. This poker-scene is as unique as it is entertaining. The crooked playing of the other players in the game gives Dix a hand which carries the "Kitty" into his pocket. Dix as the salesman has developed a penchant for comedy and he keeps the merry ball of entertainment spinning along. Ford Sterling never fails to do his share, and his share is particularly well done in "Sporting Goods." Gertrude Olmstead is the good-looking girl.

LOEW'S — "Man and Woman," with John Gilbert and Jeanne Eagles — Metro-Goldwyn-Mayer. Class A. There was a bit of the title "Sin" eliminated, which has not hurt the appeal of the picture, nor its box-office draw. Monta Bell wrote the story and directed it; and in both respects did most admirable work. If there is any criticism due it is in the title "Sin" which has been deleted in Toronto. A fatherless boy grows up under his mother's direction with a superlative idealism in connection with womanhood. He develops into a reporter and is assigned to the job of escorting the society editor to the Embassy Ball at Washington. The boy with his exalted ideas of woman, and his inexperience becomes enraptured with the charms of the society editress, not knowing the rumour associated with her and the rich publisher of the paper he represents. Discovering the truth he goes to the apartment of the editress to question her; and during his presence there finds the publisher, who has entered the woman's apartment by using his private latch-key. During an altercation which follows, the boy kills the older man in self-defence, is convicted of murder since the girl, anxious to avoid a scandal, does nothing to save him. But the boy's mother who senses the truth, prevails upon the girl to save her son; and the girl makes the necessary disclosure, only to see the boy whom she has saved and whom she really loves drive off with his mother, his romance a thing of the past and his illusions not so rosy-hued as they have heretofor been. Gladys Brockwell as the mother is most appealing. Jeanne Eagles as the society editress does big work and screens beautifully. John Gilbert has never done more consistently good work, nor has he ever given a more finished performance. Marc McDermott as the publisher is splendid. The picture is an exceptionally fine one, and contains all the elements of quality. It should go over big everywhere.

PANTAGES — "A Girl in Every Port," with Victor McLaglen—Fox. Class B plus. Victor McLaglen of "What Price Glory" fame plus, is here depicted as a hard-boiled sailor with amorous inclination towards all girls, be they young, or be they more mature, white, brown, blue-eyed, black-eyed, red hair, black hair, blonde hair, no preference save that they have a capacity and a willingness for "loving." When the love interest sags, our hero starts a fight, in fact it is a toss-up whether "loving" or "fighting" has the greater appeal. But this particular sailor, finds that he appears to have a rival, at the various ports he visits, who leaves the fair one with an insignia of his favour, an anchor and heart ornament. Discovering this "Don Juan," our hero strikes up a great friendship with him and this friendship continues until our hero meets "the one and only dame," a carnival queen of the swiming pool, who "plays him for his coin" so successfully that wedding bells nearly ring. There is a cyclone when the friend of our hero disillusionizes him, but all's well that ends well with these two "salts" pursuing their usual heart policy "A Girl in Every Port." McLaglen is a hit as the scrappy sailor, and Robert Armstrong as his rival-friend runs him a close second for honours. Louise Brooks is a cute vamp who nearly gets the wedding ring from the "big salt." The other girls, Natalie Kingston, Leila Hyams are enough to turn any man's head. The direction by Howand Hawks is O.K.

Coming

"Wild Geese"

William Haines, Metro-Goldwyn-Mayer star, has an odd ambition for an actor. Some day he wants to title one of his own pictures. Haines is famous for his "wise cracks" but still the studio authorities seem skeptical.

Flashlights Advocated Fire Prevention Assoc.

Self-Tilting Seats Also Recommended

Inspector Donald Dear of the Ottawa Fire Department, attending the annual convention of the Dominion Fire Prevention Association at Ottawa, May 3 and 4, made an interesting recommendation for the consideration of exhibitors and the Provincial authorities throughout Canada in advocating the constant possession of flashlights or electric torches by theatre attendants in contact with the public while on duty.

In discussing the matter, Inspector Dear declared that it was the moment after an emergency had arisen in a theatre that was the dangerous one. When a theatre was plunged into darkness through failure of the lighting system or when a fire was discovered through failure of the lighting system or when a fire was discovered, there was actually little danger except from panic. It was his opinion that it was the darkness that caused fear and if illumination could be instantly brought into action there would be little likelihood of trouble.

Inspector Dear urged theatre managers to provide ushers and other attendants with flashlights to be carried on belts at all times during performances. If an emergency arose, the use of three or four of these battery lights immediately would give sufficient illumination throughout the theatre to enable the patrons to get their bearings—just to see where they were. Panic would be prevented in this way, he believed. Already a few theatres followed the practice of having ushers equipped with flashlights, these being attached to belt straps. The managers were to be commended. With respect to the presence of minors in a theatre. Inspector Dear declared they were not a cause for worry, providing there was proper supervision by attendants and proper exits.

A feature of the convention was the demonstration of an automatic folding opera chair, the adoption of which by theatre proprietors was recommended because of the facility with which patrons could pass along the rows of seats. The self-tilting seat was advocated for new installations.

Dolores del Rio has recorded in English and Spanish "Ramona," the theme song of her new picture, for the Victor Talking Machine Company, whose technicians went from Camden, N J., to Miss del Rio's Hollywood home to make the record. This is the song Miss del Rio sang in the Dodge Radio Hour March 29th. The same song has been recorded for Victor by Paul Whiteman, and in voice by Gene Austin.

Sorrell & Son Breaks House Record, Winnipeg

F. H. Kershaw Calls It Greatest Box Office Attraction

Winnipeg, Man.,
April 24, 1928.

United Artists Corp. Ltd.,
City.

Gentlemen:

We have just completed playing "Sorrell and Son" in our Tivoli and Osborne Theatres and we are indebted to the United Artists Corporation for *the greatest box-office attraction* we have ever shown. At the Osborne "Sorrell and Son" broke every box office record in our nine years of business, grossing more money in three days than many pictures which we have played *four* and *six* days. At the Tivoli business was *standing room only every night.*

It is only in the interest of other exhibitors that we are writing you for we believe that "Sorrell and Son" will do more good to the Motion Picture Industry than any other picture we have ever seen. Together with "Seventh Heaven" you have the greatest screen drama the world has ever known. Anything this letter may do to help your company put this picture in every theatre in your district, you are welcome to use it any way you see fit.

In conclusion, let me say to all exhibitors who have not played this picture that although the novel is a best seller do not rely upon that fact. More volumes will be sold after the picture has been played than before. Do not rely upon advertising accessories alone. Do not advertise this picture in your routine way. Get out and tell your patrons that you have the *greatest picture ever made.* Tell them it was filmed in England. Make every promise in the world. You'll not disappoint a single patron and you owe it to your patrons to play "Sorrell and Son."

With kindest personal regards, I remain,

Sincerely,

(Sgd.) F. H. KERSHAW,
Secretary.

Chatham Wants Better Theatre City Manager Writes Local

The city manager, C. H. R. Tuller, received permission from the City Council of Chatham to write the manager of the local theatre demanding better theatre accommodated. There are two theatres in the town.

The complaint against the Griffin is that it lacked a rear fire exit.

Metro-Goldwyn-Mayer Men All Over the World

Canada — Africa — Switzerland Furnish Locations for Stories

Realism on the screen is taking the form of actual locales. At the present time cameramen from the Metro-Goldwyn-Mayer studios are at work practically all over the world, filming authentic scenes for new screen dramas. In Africa, Switzerland, Canada and other countries scenic details for forthcoming film spectacles are being photographed.

Although most details of a picture are made at the studios, with reproductions of foreign countries, actual scenes are being filmed and intercut with the replicas. This has two advantages; it makes certain that replicas are absolutely perfect, and gives the genuine feeling of a foreign land. In "The Student Prince" for instance, scenes made at Heidelberg and in the studio were so closely matched that they could not be told apart.

Cameramen on "foreign duty" filming details for forthcoming Metro-Goldwyn-Mayer films, include Percy Hilburn and Harold Mazerotti, who have been sent to Morocco to film details for a forthcoming picture, and Jack Alten, now in Switzerland, filming Alpine locales for "The Sun of St. Moritz," in which Victor Seastrom is to direct John Gilbert.

Bob Roberts and Clyde Devinna are in the South Seas, filming the native play "Southern Skies" there in its original locale. Albert Lane is at Banff, Canada, filming a series of scenes for a forthcoming picture, and John Nickolaus, head of the studio's photographic department, is preparing to send men to South America and China for details of future pictures.

During the past year Metro-Goldwyn-Mayer cameramen invaded Alaska and the Klondike region for vivid details of "The Trail of '98," and the Chinese army in actual operation was filmed in details of "Tell It to the Marines." Ernst Lubitsch journeyed to Heidelberg to film scenes there for "The Student Prince." Filming of actual locales, studio officials say, not only adds realism to the picture of themselves, but prove a perfect guide in filming action in replicas of such locales, thus acting as technical guides to director and staff.

Marceline Day has moved into a new home in Beverly Hills. She is now playing opposite George K. Arthur and Karl Dane in "Detectives," for Metro-Goldwyn-Mayer.

William Haines wears a trick moustache in the slapstick sequence of his new co-starring picture with Marion Davies, "Show World." The picture is a satire on the motion picture industry.

PUBLIC ACCLAIMS TIFFANY-

WILD

The Picture the World

Praise from the Greatest of Showmen

Under Personal Direction of S.L.ROTHAFEL (Roxy)

ROXY THEATRES CORPORATION

133 WEST 50TH STREET

NEW YORK

Tiffany Productions,
1542 Broadway,
New York, N.Y.

Dec. 6th, 1927.

Gentlemen:

"WILD GEESE" has played here and was very nicely received.

It is a picture that patrons will remember long after they leave the theatre and I congratulate you upon being its producers and distributors.

Cordially,

S. L. Rothafel

From an Enthusiastic Author

New York City
November 20, 1927.

Tiffany-Stahl Productions, Inc.

I have just seen Tiffany's portrayal of "Wild Geese" and am losing no opportunity to express my pleasure in viewing the picture.

It is exceptionally clean cut and follows the story with a faithfulness quite unexpected. The characterizations of Belle Bennett as Amelia Gare, and Eve Sothern as Judith, are perfect. Russell Simpson makes a thoroughly hateful Caleb, while Donald Keith is as thoroughly lovable in the role of "Sven Sandbo."

Sincerely yours,

Martha Oakes

WESTERN UNION

1927 DEC 2 PM 9 24

CH510 105 NL 4 EXTRA.CHICAGO ILL 2

E J SMITH.SALESMANAGER TIFFANY STAHL PRODUCTIONS INC.

1540 BROADWAY NEWYORK NY.

WE HAVE JUST FINISHED CHECKING UP THE BUSINESS DONE BY WILD GEESE AT OUR DELUXE THEATRES THE GRANADA SEATING FORTY FIVE HUNDRED AND THE MARBRO SEATING FIVE THOUSAND AND WANT YOU TO KNOW THAT THIS PICTURE BROKE ALL HOUSE RECORDS AT BOTH THEATRES STOP WE ATTRIBUTE THESE BOX OFFICE RESULTS TO ONLY ONE THING THE PICTURE ITSELF WILD GEESE THROUGH THE INTEREST CREATED BY THE LARGE SALE OF THIS PRIZE WINNING NOVEL STOP TIFFANY STAHL IS TO BE CONGRATULATED ON PRODUCING THIS WONDERFUL PICTURE ALONG WITH LIVING UP TO THE EARLY PREDICTIONS MADE CONCERNING YOUR COMPANY STOP AGAIN WE SAY CONGRATULATIONS

M S MARKS MARKS BROTHERS THEATRES INC.

TIFFANY-STAHL PRODUCTIONS IN
The Better Entertainment

BROKE ALL HOUSE RECORDS AT THE "GRANADA" AND "MARBRO" THEATRES, CHICAGO—

Maintaining Its Phenominal American Box-Office Record in Canada. Opened at Garrick Theatre, Winnipeg to Capacity Business.

TIFFANY-STAHL PRODUCTIONS, INC.

M.H.HOFFMAN, VICE PRES.

1540 BROADWAY NEW YORK CITY

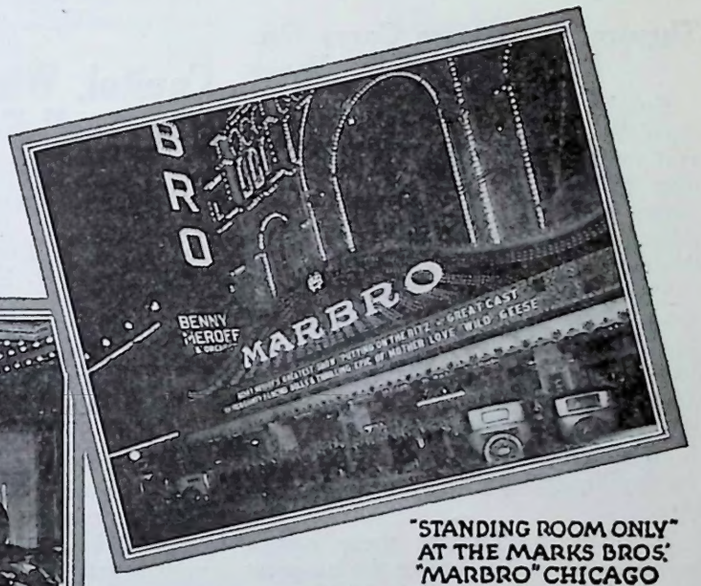
STAHL'S GREAT SCREEN DRAMA

GEESE

Has Been Waiting For

AT THE "ROXY" IN NEW YORK

AT THE MARKS BROS. "GRANADA" CHICAGO



"STANDING ROOM ONLY" AT THE MARKS BROS. "MARBRO" CHICAGO

TIFFANY-STAHL PRODUCTIONS INC.
The Better Entertainment

THE PRESS AGREES WITH THE PUBLIC THAT "WILD GEESE" IS A GREAT PICTURE

"Wild Geese" is far above the average. Furthermore the acting is excellent.—*New York Sun.*

"An exceedingly worthy Tiffany-Stahl production. High class picture fare."
—*New York Daily News.*

"Film to be remembered. A film that you will remember long after the numberless 'box office bets' are forgotten."—*New York American.*

"Do not miss 'Wild Geese.' It holds a lure all its own."—*N. Y. Herald Tribune.*

"Considerably above the standard of recent films at the Roxy Theatre—well acted by a Tiffany-Stahl cast."—*N. Y. Graphic.*

"Transmuted to the screen, 'Wild Geese' is almost as gripping as the authoress' word-painting. Tiffany-Stahl emerge creditably."—*Variety.*

"This film reveals a great deal of studious care in its production."—*N. Y. Times.*

"Tiffany-Stahl has quite a flawless gem here on which exhibitors throughout the country will cash in."—*Daily Review.*

"'Wild Geese' is well-worth seeing."
—*Chicago Evening Post.*

"'Wild Geese' is a solemn and enthralling film. Vigorous, moving and as a photoplay—novel and distinctive."—*Chicago Journal.*

"'Wild Geese' splendid filming of novel. It is one splendid film."—*Chicago Tribune.*

"Fine story, acting and direction. A remarkable movie."—*Chicago American.*

"Will hold audiences spellbound."
—*Screen Opinions.*

"'Wild Geese' will feather your nest."
—*Moving Picture World.*

"'Wild Geese' a passionate and forceful picture of a living American theme."
—*Portland (Me) Press Herald.*

"'Wild Geese' is excellently done."
—*Brooklyn (N.Y.) Standard Union.*

"It is an unusual picture. It may be chalked as this year's best."
—*Bridgeport (Conn.) Times Star.*

A BOOK READ BY OVER 3,000,000 PEOPLE ---- RAN SERIALLY IN "THE PICTORIAL REVIEW" - 8 EDITIONS PRINTED OF NOVEL

Canadian Educational Films Limited

Toronto - Montreal - St. John - Winnipeg - Calgary - Vancouver

J. M. Franklin Attends Banquet Managers Protective Assoc.

J. M. Franklin, manager of B. F. Keith's Theatre, Ottawa, Ontario, spent the week of April 23 in New York City to attend the banquet of the Vaudeville Managers Protective Association and also to look over forthcoming film releases.

While he was away, the Ottawa Keith house had one of its greatest weeks, thanks to the adoption of the Saturday opening policy and also to the raising the standard of current shows, along with an increase in the admission prices. The public absorbed the price advance without a kick.

Theatres in Ottawa Carry On Spirit of Empire Week

Empire Shopping Week in Canada, April 21 to 28, was observed by several exhibitors of Ottawa, the Canadian Capital, by special British presentations for which there was special advertising in the Empire sections of the newspapers.

The features included "Sorrell and Son" at the Regent Theatre, of which Ray Tubman is manager. Manager Don Stapleton featured "The Battle of Coronel and Falkland Islands" at the Centre Theatre, while Manager J. M. Franklin featured three British vaudeville acts at B. F. Keith's Theatre.

At Keith's Theatre there was a mannequin display under the auspices of the May Court Club of Ottawa when beautifully stencilled garments made by disabled war veterans were worn by the young ladies.

Ambassador Gerard To Oppose "Dawn" in U.S.

Banned in England Following German Protest

James W. Gerard, former Ambassador to Germany, has announced that he will take immediate steps to ban the showing of "Dawn" in the U. S., which depicts the trial and execution of Nurse Edith Cavell.

The film was approved by Director John Wingate of the division of Motion Pictures of the State Department of Education.

Mr. Gerard bases his plea for an injunction restraining the exhibition of "Dawn" through his belief that it will arouse unfriendly feelings between the U. S. and Germany.

Capitol, Winnipeg Farewell For Fire Chief

The stage and screen theatres arranged a program at the Capitol, Winnipeg, recently, realizing $2,488 for the Fireman's Benefit Association.

Fire Chief J. E. Buchanan retiring after forty-four years of service made his farewell speech to the department.

Among the artists who participated we find Albert MacGillivray, Ben Loban, J. E. Cameron, Dave Gussin, Eno Pompilio, the Cummings Boys, Mrs. E. J. Scott, Laddie Watkins and Agatha Furley.

The orchestra was conducted by Earle C. Hill. The Musicians' Union contributed to the entertainment of the evening. Stage hands, musicians, and all participants gave their services cheerfully and as their share of the contribution.

Film Art Motion Pictures Co. Picks Location at Hamilton

Headquarters at Hamilton, Ontario, has been established by the Filmart Motion Picture Company, Limited, originally formed and chartered with the purpose of devoting itself to commercial purposes, etc. The Filmart has been in business in Ontario for the past five years taking, it is stated, over a million feet of film for private and public enterprises.

The ambition of the Company is to put Canada on the Moving Picture map. The personnel is reported as Canadian and the invested capital Canadian also. The managing director claims that Hamilton presents scenery without a peer anywhere in the world.

He certainly has located in an ambitious city; and putting Canada on the Moving Picture map will not be so difficult. For the past twenty years a number of enterprising Film executives plus the Canadian Motion Picture fans have been steadily putting Canada "on the Moving Picture map." Incidentally The Digest has been doing some "putting" also since 1915.

And now let's have some anti-American Film Propaganda, you know the stuff, "American Films Ruining Canadian Ideals," etc., etc., and Canada will certainly be "put on the map" for exercising a narrow, bigoted, two by four vision in building up a Canadian Film Industry.

Lon Chaney has returned to the Metro-Goldwyn-Mayer studios, following a brief rest at Saboba Springs, to commence preparations for his new detective story, temporarily called, "East Money," at the Metro-Goldwyn-Mayer studios.

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We Have No Branch Stores. We Are at 61 Albert St., Toronto, Only

Thomas Lamb, Famous Architect Visits Ottawa

Will Design Plans for Famous Theatre Spark St.

Thomas Lamb, famous New York theatre architect, made a flying trip to Ottawa, the Canadian Capital, recently for the purpose of arranging plans for the erection of the big new Capitol Theatre there by Famous Players Canadian Corp. The theatre will cost $1,250.000.

Stores on Sparks Street, the main thoroughfare, where the theatre will be situated, have been vacated to make way for immediate building operations.

Laurier, Hull, Quebec Stages Annual Kiwanis Revue

The Laurier Theatre, Hull, Quebec, was the scene of the annual Kiwanis Revue on Wednesday and Thursday, April 25 and 26, as a break in the usual moving picture routine of the theatre. The president of the Hull Kiwanis Club is J. E. Yaflamme, who is the manager of the new Regent Theatre at Gatineau, Quebec. Donat Paquin, proprietor of the Laurier Theatre, is a member of the Hull Rotary Club but placed the theatre at the disposal of the Kiwanians.

L. Rosenbaum To Erect Fine Theatre North Bay

To be Operated by Famous Players

An imposing moving picture theatre, one of the finest in the North Country, is being erected at North Bay, Ontario, by L. Rosenbaum of Sturgeon Falls, Ontario. When completed next fall, the house will be operated by Mr. Rosenbaum under the auspices of Famous Players Canadian Corp., Toronto.

The structure will have a 60-foot frontage, with a depth on the side street of 100 feet. The second floor will have offices and the ground floor will include two stores, all being fireproof. The theatre will have a stage for special presentations.

The Empress Montreal Opens Its Attractive Doors

An artistic suburban theatre has been opened in the Notre Dame de Grace section of Montreal, Quebec, by the Confederation Amusement Theatre, Limited, Montreal. This newest house has been called the Empress. Vaudeville is presented along with film programs.

Montreal Introducing New Bill Opening Saturday

Although Montreal, Quebec, has its Sunday shows, there is a strong tendency locally for the Saturday openings. The Capitol Theatre, under Manager Harry Dahn, moved its weekly opening day from Sunday to Saturday a short time ago and now, Manager George Rotsky of the Palace Theatre has adopted the same policy.

Manager Rotsky also recently reduced the admission scale of the Montreal Palace, which is one of the largest there.

Coming

"Wild Geese"

Service vs. Price

R. B. BURKO
General Manager

WHEN you stop to consider that of utmost importance, in your Theatre, are the Projectors and that the upkeep is less than $1.00 a year.

THEN you will realize that service is of more importance than price.

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DISTRIBUTORS ELECTRICAL AND MOTION PICTURE EQUIPMENT
ALBEE BUILDING 12 MAYOR STREET
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THE SUCCESS OF YOUR THEATRE DEPENDS UPON GOOD EQUIPMENT

G. F. Braddock Witnesses British Screening

The acting senior British Trade Commissioner at Montreal, G. F. Braddock, recently issued invitations to a screening of the British film, "The Battles of Coronel and Falkland Islands," at the Palace Theatre, Montreal, as a feature for Empire Shopping Week in Canada. Distinguished residents of Montreal were in attendance.

Perkins Electric Incorporates Becomes Limited Company

The Perkins Electric Company, one of the pioneer theatre supply and radio establishments in Montreal, has been incorporated under a Canadian Federal charter as a limited company with a capitalization of $150,000. G. F. Perkins is the head of this concern.

The "Norway Film" Presented Victoria Hall, Westmount, Que.

The "Norway Film," an official moving picture of the people and activities of Norway, had its first presentation in Canada at the Victoria Hall in Westmount, Quebec, where it was presented by L. Selvig, assisted by the Norwegian tenor, Erling Krogh.

Arrangements have been made for the showing of this picture in theatres of important cities throughout Canada as a business boost for Norway.

Inter. Bible Students Register Protest

Government Cancels Radio Licenses Leading Centres

The International Bible Students Association held a mass meeting in the Regent Theatre, Ottawa, Sunday evening, recently, not for religious purposes but to arouse a protest against the action of the Canadian Government in cancelling its radio broadcasting licenses for Toronto, Saskatoon, Edmonton and Vancouver wireless studios.

Manager Ray Tubman of the Regent Theatre kept strictly out of the argument.

Coming

"Wild Geese"

"From Cape to Cairo" Little Theatre, Ottawa

"From Cape to Cairo," a British travel picture of 10,000 feet, which has been having quite a play in the British Isles, was given its first Canadian presentation at the Little Theatre, Ottawa, during the week of April 30, top price being $1.00.

This was the first moving picture production to be shown in the Little Theatre in the Canadian Capital and Ottawa exhibitors have been wondering whether this is to be a new form of competition or not. The Little Theatre seats about 500 persons and is sponsored by the Ottawa Drama League.

"CANADIEN" QUEBEC RENOVATED THEATRE LOOKS ATTRACTIVE

Manager Raymond Gouge is proud of the attractive appearance of the Canadien Theatre, St. John St., Quebec, which has re-opened after being entirely renovated and many improvements installed.

New decorations and hangings present a most pleasing appearance. The lowering of the stage, new lighting system, add to the general improved tone of the theatre. Vaudeville and pictures will provide the program.

Buster Keaton, began work last week on his new Metro-Goldwyn-Mayer comedy vehicle temporarily titled "The Newsreel Man."

Announcing the Celco Mazda Unit

The Mazda Lamp to replace the Arc is now coming into such general use that we have designed and are building, for the most part, in our own plant our Celco Mazda Unit. In designing our Unit, we tried, and believe we have succeeded, to produce a Unit that is perfect in every possible respect. Our Unit is simple but sturdy, easy of adjustment and operation, and extremely efficient.

LAMPHOUSE—Blued steel, ample size, neat design, fully ventilated, doors on both sides.

CONDENSERS—B. & L. Cinephors, special for Mazda, in machined cast iron mounts, easily removable.

REFLECTOR—B. & L. Cinephor, 5¼" special for Mazda, in three-spring cradle, instantly removeable.

SOCKET—Mogul Porcelain Receptacle, swivel mounted on male half of 30 ampere slip stage connector, simple, instantly removable, trouble proof, and inexpensive in case of repairs.

LAMPS—600 or 900 watt 30 volt Projection, the Transformer handling either one without adjustment.

TRANSFORMER—Jefferson Special with Jewell Ammeter mounted thereon, for front booth wall mounting. Guaranteed, cool and quiet in use, two snap switches give full control of amperage and bulb.

SUB-BASES—According to order for Motiograph, Powers 6A or 6B or Simplex Projectors.

SLIDE CARRIER—Drop slide type. Push lamphouse over and show slides instantly as usual.

ADJUSTMENTS—Six handles at rear of lamphous give, by rack and pinion, independent adjustment of either bulb or reflector up and down, back or forward or sideways. Pinhole in dowser.

FINISH—Natural blued steel, baked on black enamel, nickle plated rods, and polished aluminum handles.

OPERATION—We recommend for throws up to 100 feet, picture not over 10′ 6″ x 14′. Users say, however, up to 12′ x 16′. Light is even all over sheet, brilliant, constant and flickerless. No adjusting, no carbon fumes, no dark corners. For 110 volts 25 or 60 cycles, or 30 volt D. C. plant. Enormous current saving over arc, the 900 watt lamp draws 9 amperes from lighting circuit. Power circut eliminated. Lamps rated at 100 hours life, we calculate they equal carbon costs at 80 hours, and our records show 150 hours average life. The use of good lenses, the Ross or Gundlach No. 2, and a Gold Fibre Screen are necessary for finest results.

PRICE—Lamphouse with Base, Condensers, Reflector, Cables, Two Quick Change Sockets and One Bulb.....$175.00
Jefferson Special Transformer with Jewell Ammeter for wall mounting 75.00

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H. M. Thomas Visits Western Theatres

Hands Out Big Service Talks —Get Enthusiastic Support

A recent ten days visit from H. M. Thomas, western divisional manager of the Famous Players Canadian Corporation, to the Winnipeg theatres of the circuit, was made the occasion of much interest to the staffs in charge. Frequent meetings with Mr. Thomas around the theatres, at luncheons, dinners and after theatre gatherings, gave those in charge the opportunity of securing from this noted authority much instruction as to how best to carry on the business of picture house presentation. Mr. and Mrs. Walter Davis, in charge of the Metropolitan; R. E. Retallick, Charles L. Straw, Norman Code, "Bill" Novak and Earle Hill at the Capitol, were those who were nearest in touch with Mr. Thomas.

Mrs. Thomas accompanied her husband to the West after long absence since they spent one year directing the Capitol, and on arriving at their hotel they found their suite beautifully decorated with colored streamers, flowers and emblems, making the interior very inviting.

The Screen Club of Winnipeg also had the honor of receiving Mr. Thomas at luncheon and hearing some splendid service suggestions from him.

Before the Toronto train departed a huge bouquet of flowers was placed on board for Mrs. Thomas, the gift of the staffs in recognition of many kind favors.

"Cape to Cairo" British Booked Massey Hall, Toronto

This feature played Massey Music Hall, Toronto, which seats 3,000 persons.

Frank Merrill, well-known serial star and champion athlete, has been selected for the title role in "Tarzan the Mighty," an adaptation in picture form of Edgar Rice Burroughs story, "Jungle Tales of Tarzan." Jack Nelson will direct.

Chas. Straw Appointed Manager Famous Capitol Winnipeg

Charles L. Straw, who has been manager of the Famous Players Canadian Corporation houses in Port Arthur, Ont., for one year, has been appointed manager of the Capitol Theatre in Winnipeg. Mr. Straw is well known to the theatre going public in Winnipeg, having managed the Metropolitan in Winnipeg for one year before going to Brandon, Man.; and also managed the Lyceum, College and Starland Theatres in Winnipeg at various times, going from one house to a larger one from year to year.

Canora, Sask., experienced the worst fire in its history in which the Royal Theatre was destroyed with a loss of $10.000.

Coming

"Wild Geese"

Winnipeg Film Exchange Mgrs Attending Conventions

Managers of Film Exchanges in Winnipeg are at present attending conventions of their organizations and looking over the new features for the season. These pre-views are of much interest to the trade. J. "Ad." Wilson is off to Universal; Mr. Cohen is at Warners' in New York; Al. Ritchie is at Detroit with Famous Lasky; Ted Gould, of Metro-Goldwyn-Mayer, is awaiting word from his head officers. Business is brisker at the Winnipeg film exchanges at present than it has ever been and additions are being made to a number of the staffs.

CHILDREN SEE "CHANG" AT KEITH FREE SHOW

A special free show for children was given at Keith's Theatre Saturday morning under the direct auspices of the Ottawa Humane Society, of which Manager Franklin is a director. Famous-Lasky Film Service, Limited, donated "Chang" while Canadian Educational Films, Limited, also provided a special feature free of charge for the occasion.

We are dismantling the Scott Opera House, Galt, Ont. All material for sale, including electric switches, fixtures, dimmers, etc., also 1,000 good show seats. Priced right for quick sale.

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Round About the Studios

Eleanor Boardman appearing in "The Crowd," for Metro-Goldwyn-Mayer, directed by King Vidor.

Jack Holt, featured in Paramount western pictures, has just gone with his company to the Yosemite National Park to complete work on his latest film, "The Vanishing Pioneer," based on a Zane Grey story. The picture began with a location trip to the Zion National Park.

Carl Laemmle, accompanied by his daughter, Miss Rosabelle, and Jack Ross, secretary, arrived Saturday in New York, six months to a day after he left it for California to speed up Universal production to a point where twenty-six feature pictures have been completed and are ready for exhibition in Universal exchanges. This is an unprecedented feat in moving picture production.

Buzz Barton, FBO's 13-year-old Western star, is now known as the "Honorable Big Freckle" in Seattle, Washington, following a freckle faced contest recently conducted there by Hal Cawthon, manager of the Grand Theatre.

Buzz' flock of freckles was behind the movement, and when his picture, "The Boy Rider" opened at the Grand, the management decided to inaugurate a freckle face contest. The winner received a handsome gift, in addition to a personally autographed photograph of the star, while the second and third prize winners will be the guests of Buzz whenever his pictures are shown at the Grand Theatre.

"Red Tempest" and not "Tempest" is the final title of John Barrymore's new United Artists Picture, which has its premiere at the Embassy Theatre, Thursday night, May 17th. The picture will be shown thereafter twice daily, with all seats reserved, at $2 prices.

Ernest Torrence, who has just completed one of the chief supporting roles in John Gilbert's "The Cossacks," leaves for the East this week to enjoy a short respite from studio activity. "The Cossacks," an adaptation of Tolstoi's novel, was directed by George Hill, who sailed for Europe recently.

In spite of two weeks' intensive search of Broadway shows, cabarets, night clubs and social gatherings, Harry Pollard is still undecided about who will play Magnolia and Ravenal in "Show Boat." Over fifty tests have already been made.

Educational's line-up of Short Features for the month of June contains a variety of subjects that will prove a real spring box-office tonic. Lupino Lane, "Big Boy," Dorothy Devore and Lloyd Hamilton are included among the stars who will have their latest laugh productions on the month's program.

Huntley Gordon is back again at the Metro-Goldwyn-Mayer studio after a lengthy absence. He plays an important role in "Our Dancing Daughters," appearing as Joan Crawford's father. Dorothy Cummings plays the mother role.

With the release of "The Yellow Cameo" in June, Pathe's 71st serial will have been presented to the public. This number, far larger than that of any other company in the business, represents an uninterrupted weekly serial release dating back to March 15, 1914, when the celebrated "Perils of Pauline" was released, with Pearl White as the star. "The Yellow Cameo" stars Allene Ray.

Coming

"Wild Geese"

W. C. Fields, Paramount comedian whose latest picture, "Fools For Luck," shows him co-featured with Chester Conklin, has come back to New York for a vacation after a long stay in the Hollywood film colony.

"Big Boy," Educational's four-year-old comedian, is smashing a few records himself when it comes to fan mail. The youngster mailed 2,000 photographs during one week recently in response to requests from fans. The studio staff was kept busy mailing out these autographed pictures of "Big Boy" to his admirers throughout the world. The demand for his photograph has become so great that the pictures are ordered by the thousands.

The long expected first public showing of "Uncle Tom's Cabin" in the South took place last week and was an enthusiastic success. The Universal superadaptation of the famous Ante-bellum novel and play was presented in the Jefferson Theatre, St. Augustine, Fla.

Intent upon gathering "color" for a new picture, Joseph von Sternberg, Paramount director, has just started for New York to spend some time wandering around picturesque sections of the metropolis. His latest production is the George Bancroft picture, "The Drag Net."

Camilla Horn, nineteen years old and only known through her appearance opposite Emil Jannings in "Faust," is to be seen for the first time in an American picture in her role of Princess Tamara in Barrymore's "Tempest," to be released through United Artists.

Johnny Mack Brown has played leading roles in four pictures in five months. He is now working opposite Joan Crawford in "Our Dancing Daughters," for Metro-Goldwyn-Mayer.

"The Collegians" are travelling. On Thursday they leave for Arizona to film a track meet with the Indian school located there. The title of this two-reeler, which Nat Ross will direct, with the original cast, is "Calford vs. Redskins." Forty players will be taken on the trip. After Leaving Phoenix, the whole troupe goes to the Grand Canyon. Carl Laemmle, Jr. is supervising.

A typical summer month release is the Robert C. Bruce Outdoor Sketch, "Thoughts While Fishing," "Silver Shadows." The two Felix the Cat animated cartoon comedies are "Felix the Cat in Outdoor Indore" and "Felix the Cat in Futuritzy."

In addition there will be the usual Kinograms news reel, released twice each week.

Arch Heath, comedy director for Hal Roach, who has been spending part of his vacation shooting alligators in Central America, is expected in New York shortly, where he will spend some time before returning to the Roach lot.

Molly O'Day, lovely First National player, appearing with Richard Barthelmess in "The Patent Leather Kid," and "The Little Shepherd of Kingdom Come."

Warning to the Canadian Exhibitors

Don't Sign a Contract for a Single Picture for Next Season

Until you have read the Annual Announcement of Regal Films Limited, Canada's largest, most progressive and most reliable film distributing company. This will be made public in a short time, and will include several lines of Feature Pictures from the world's greatest producers, as well as outstanding Two-Reel Comedies, Serials, News Reels and several lines of Single Reel Novelties.

For years a majority of the exhibitors of Canada has looked to Regal Films Limited for their main source of supply of the big box office attractions and they have never been disappointed. For season 1928-29 Regal will have pictures that will be the very cream of the season's product. So again we say: Don't sign a contract for a single picture for next season until you have read the forthcoming announcement of Regal Films Limited.

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Dramatic, thrilling, absorbing, appealing. Laughable twists, with breath-taking situations.

Wm. Boyd
IN
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Lofty love and rich humor on the dizzy heights of a steel structure, ten stories above the pavement. The pinnacle of fine screen entertainment.

Leatrice Joy
IN
The Blue Danube

The most dramatic and colorful story ever screened. A romantic love theme, beautifully and most effectively filmed.

Jacquelin Logan
IN
Midnight Madness

A pulsating story of love at the witching hour, midnight. A gripping theme admirably visualized on the screen.

Marie Provost
IN
A Blonde for a Night

A comedy drama of the unusual sort. An outstanding production that will be enjoyed by every sort of patronage.

Jacquelin Miller
IN
The Leopard Lady

An elaborate production that "has everything"—star, story, title—that is needed to pack your theatre.

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